Orders

Order / Rev:

1575233

Alt Order #:

Product Desc:

Political 2016 Aug & Sept

Estimate:

Flight Dates:

08/29/16 / 08/29/16

Original Date / Rev:

Order Type:

08/30/16 - 09/11/16 Primary AE:

Sales Office:

Sales Region:

Kerry Morrison

WSFA

WSFA

Local

Agency

Name:

BRUM Advertising

Buying Contact:

Billing Contact: Alan Brumbeloe

Political

1 Perimeter Park South #100N

Birmingham, AL 35243

Billing Type:

Billing Calendar:

Billing Cycle:

Agency Commission:

EOM/EOC

Broadcast

Cash

15%

Advertiser

Name:

Demographic:

Product Codes: Priority:

Revenue Codes:

POL/Lovvorn, J/R/AL State House of F

A18+

PL600 P 4

Agency, Political, Pol-Candidate

New Business Thru:

Order Separation:

Advertiser External ID: Agency External ID:

Unit Code:

General

00:10:00

Bill Plan

Start Date End Date 08/29/16

Spots Gross Amount Net Amount 09/09/16 75 \$17,900.00 \$15,215.00

Totals Month # Spots Gross Amount Net Amount Rating September 2016 \$17,900.00 0.00 75 \$15,215.00 75 \$17,900.00 0.00 Totals \$15,215.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Kerry Morrison	WSFA	Local	Start Of Order - End Of Order	100%

Ln Ch Start End	Inventory Code Break	Start/End	Time Days	Len Spo	ts Rate	Pri Rtg Type	Spots	Amount
N 1 WSFA 08/30/16 09/11/16		6a-7a	MTWTF	:30	10 \$200.0	0.00 NM	15	\$3,000.00
	Today In Alabama							
Start Date End Date	Weekdays Spots/Week	Rate	Rating				l	
Week: 08/29/16 09/04/16	-TWTF	\$200.00	0.00					
Week: 09/05/16 09/11/16	MTWTF 10	\$200.00	0.00					
N 2 WSFA 08/30/16 09/11/16	NET NBC Today Show Comm	7-9am	MTWTF	:30	10 \$95.0	0.00 NM	20	\$1,900.00
	NBC Today Show							
Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 08/29/16 09/04/16	-TWTF 10	\$95.00	0.00					
Week: 09/05/16 09/11/16	MTWTF 10	\$95.00	0.00					
N 3 WSFA 08/30/16 09/11/16	WSFA 12 News at Six - Domm	6-630pm	MTWTF	:30	10 \$350.0	0.00 NM	20	\$7,000.00
	WSFA 12 News at Six - MF							,
Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 08/29/16 09/04/16	-TWTF 10		0.00					
Week: 09/05/16 09/11/16	MTWTF 10	\$350.00	0.00					
N 4 WSFA 08/30/16 09/11/16	WSFA 12 News at Ten -Comm	10-1035pm	MTWTF	:30	10 \$300.0	0P4 0.00 NM	20	\$6,000.00
	WSFA 12 News at Ten - MF	•						***************************************
Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 08/29/16 09/04/16	-TWTF 10	\$300.00	0.00					
Week: 09/05/16 09/11/16	MTWTF 10	\$300.00	0.00					
						Totals	75	\$17,900.00

ORDER

Orders Order / Rev: 1570944 Alt Order #: Product Desc: Political- Mayor of Selma Campaign Estimate: **WSFA** Flight Dates: 08/18/16 - 08/28/16 Primary AE: Kerry Morrison Original Date / Rev: 08/18/16 / 08/23/16 Sales Office: WSFA Order Type: Political Sales Region: Local Agency Name: Barbee Media Group **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Calendar 1 Perimeter Park South Billing Cycle: **EOM** Birmingham, AL 35243 Agency Commission: 15% Advertiser Name: POL/Melton, Darrio/Mayor New Business Thru: 08/17/17 Demographic: A18+ Order Separation: 00:15:00 **Product Codes:** PL555 Advertiser External ID: P 4 Priority: Agency External ID: Revenue Codes: Agency, Political, Pol-Candidate Unit Code: General

Totals

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/01/16	08/31/16	21	\$1,650.00	\$1,402.50

Month	# Spots	Gross Amount	Net Amount	Rating
August 2016	21	\$1,650.00	\$1,402.50	0.00
Totals	21	\$1,650.00	\$1,402.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Kerry Morrison			Start Of Order - End Of Order	100%

Ln Ch Start End	Inventory Code Break	Start/End T	ime Days	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
N 1 WSFA 08/18/16 08/22/16		5-530a	MF	:30	1	\$100.00P 4	0.00 NM	2	\$200.00
	Today in Alabama 5am								
Start Date End Date	Weekdays Spots/Week	Rate	Rating						
Week: 08/15/16 08/21/16	F 1	\$100.00	0.00						
Week: 08/22/16 08/28/16	M 1	\$100.00	0.00						
N 2 WSFA 08/18/16 08/22/16	Today in Alabama 530a Comm	528am-6am	MF	:30	1	\$110.00P4	0.00 NM	2	\$220.00
	Today in Alabama 530a							_	Q220.00
Start Date End Date	Weekdays Spots/Week	Rate	Rating						
Week: 08/15/16 08/21/16	F 1	\$110.00	0.00						
Week: 08/22/16 08/28/16	M 1	\$110.00	0.00						
N 3 WSFA 08/22/16 08/22/16	Today In Alabama Comm	6a-7a	M	:30	1	\$200.00P 4	0.00 NM	1	\$200.00
	Today In Alabama			.00	•	Ψ200.001 4	0.00 14101	'	\$200.00
Start Date End Date	Weekdays Spots/Week	Rate	Rating				l		
Week: 08/22/16 08/28/16	M 1	\$200.00	0.00						
N 4 WSFA 08/19/16 08/22/16	WSFA 12 NEWS AT 43@omm	M-F 430-5P	MF	-20		\$40.00D.4	0.00.104	_	
	WSFA 12 NEWS AT 4:30PM	W-F 430-5P	M	:30	1	\$40.00P 4	0.00 NM	2	\$80.00
Start Date End Date		5 .	·				ı		
Start Date End Date Week: 08/15/16 08/21/16	Weekdays Spots/Week	Rate	Rating						
Week: 08/22/16 08/28/16	M 1	\$40.00	0.00				I		
		\$40.00	0.00						
N 5 WSFA 08/18/16 08/22/16	The state of the contract of t	5-530pm	MF	:30	2	\$185.00P 4	0.00 NM	4	\$740.00
	WSFA 12 News at Five						ı		
Start Date End Date	Weekdays Spots/Week	Rate	Rating				1		
Week: 08/15/16 08/21/16	TF 2	\$185.00	0.00				İ		
Week: 08/22/16 08/28/16	M 2	\$185.00	0.00						

Print Date: 08/31/16 09:16:38 Page 2 of 2

Totals

21

\$1,650.00

Order / Rev: 1570944 Alt Order #:

Flight Dates:

Advertiser:

POL/Melton, Darrio/Mayor

08/18/16 - 08/28/16

Product Desc:

Political- Mayor of Selma Campaign

Estimate:

WSFA

Ln Ch	Start	End	Inventory Cod	e Break	Start/End	Time Da	ys	Len Spo	ts	Rate Pri	Rtg Type	Spots	Amount
N 6 WSFA	08/18/1	6 08/22/16	Today in Alabar Today in Alaba		430-5a	M	-F	:30	2	\$5.00P 4	0.00 NM	4	\$20.00
Star	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating							
Week: 08/1		08/21/16	F	2	\$5.00	0.00							
Week: 08/2	22/16	08/28/16	M	2	\$5.00	0.00							
N 7 WSFA	08/18/1	6 08/28/16	SYN 430-10a S Absolutely Alab		530-6am		S-	:30	1	\$10.00P 4	0.00 NM	3	\$90.00
Star	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating							
Week: 08/1		08/21/16	S-	1	\$10.00	0.00							
	Date Ra		escription		/End Time			<u>eekdays</u>	Length		Rtg Type		
			YN 430-10a SA/S	S <i>U</i> 530-	bam			Sa	:30	(\$10.00)	0.00 NM		
	MG 7.2		10EA 40 NEIMO		4 4005		_				0.00 1114		
_			/SFA 12 NEWS /	ATAPM M-F	4-430P		-7		:30	\$40.00	0.00 NM		
⊕ MG		v.1 written on lo	al .										
-	-		9) /SFA 12 NEWS /	T ASODM ME	430.5P		_7		:30	\$40.00	0.00 NM		
⊕ MG			701 A 12 NEWO 7	11 430F W W-1	400-01		- 1		.50	Ψ40.00	0.00 14101		
-		written on lo	al										
•	_		YN M-F 230-3p	230-	3p		-7		:30	\$10.00	0.00 NM		
⊕ MG			·		•								
		t air-not writt	en on log]										
Week: 08/2	22/16	08/28/16		0	\$0.00	0.00							
N 8 WSFA	08/18/1	6 08/28/16	WSFA 12 News	at Six -\$0omm	Sa 6-7pm	******	-5-	:30	1	\$80.00P 4	0.00 NM	0	\$0.00
			WSFA 12 News	at Six-Sat									
	t Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating							
Week: 08/1		08/21/16	S-	1	\$80.00	0.00							
	Date Ra		escription		/End Time		******	eekdays	Length		Rtg Type		
			SFA 12 News at	SIX -SAI Sab	-/pm			Sa	:30	(\$80.00)	0.00 <i>NM</i>		
	MG 7.2			•	00.00								
Week: 08/2		08/28/16	14/054 11 0	0	\$0.00	0.00				AAA AAB 4			
N 9 WSFA	08/18/1	6 08/28/16	WSFA News Su WSFA News Su		9-930am		5	:30	1	\$20.00P 4	0.00 NM	1	\$20.00
Stor	t Data	End Data	Weekdays	*	Data	Dating							
Week: 08/1	t Date	End Date 08/21/16	S	Spots/Week 1	<u>Rate</u> \$20.00	Rating 0.00							
	Date Ra		escription	,	/End Time	0.00	W	eekdays	Length	Rate	Rtg Type		
			SFA News Sund					Su			0.00 NM		
	MG 9.2									(+			
[PR	OGRAM	CHANGE -	NET OLYMPIC N	ORNING WKN	ID]								
2 WSFA	08/15/16	5-08/21/16 NI	ET Olympic Morn	ing Wknd 530-	10am			SaSu	:30	\$20.00	0.00 NM		
⊕ MG													
•	gram ch	.											
Week: 08/2		08/28/16		0	\$0.00	0.00							
N10 WSFA	08/19/16	6 08/22/16	WSFA 12 NEWS WSFA 12 NEWS		M-F 4-430P	M	F	:30	1	\$40.00P 4	0.00 NM	2	\$80.00
<u>Start</u>	t Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating							
Week: 08/1		08/21/16	F	1	\$40.00	0.00							
Week: 08/2	2/16	08/28/16	M	1	\$40.00	0.00							